DOCUMENT RESUME

ED 089 705 IR 000 417

TITLE	A Survey of the Attitudes, Opinions and Behavior of Citizens of Colorado With Regard to Library Services. Volume I. General Statewide Summary.
INSTITUTION	Colorado State Library, Denver.
PUB DATE	Nov 73
NOTE	64p.
AVAILABLE FROM	Colorado State Library, 1362 Lincoln Street, Denver, Colorado 80203 ($1.00)
EDRS PRICE	MF-$0.75 HC-$3.15 PLUS POSTAGE
DESCRIPTORS	Attitudes; *Information Needs; Interviews; *Library Services; *Library Surveys; Public Libraries; *State Surveys; Use Studies
IDENTIFIERS	*Colorado

ABSTRACT

This report highlights the results of a survey designed to reflect the opinions and attitudes of the people of Colorado with regard to the libraries in the State. In July and August 1973, a base sample of 804 personal interviews were conducted with a cross-section of the State's population, according to an area probability sample. The results are summarized in tabular form in five sections. The initial section deals with the use (or non-use) by Coloradans of all types of libraries: public, secondary school, college and university, and private or special libraries. Section two concerns citizens' evaluations and perceptions of their nearest library. Section three is concerned with usage or potential usefulness of various public library services. Section four details attitudes toward libraries--likes and dislikes, desirable purposes for libraries to fulfill, and opinions on particular issues of interest. The final section reports the findings as to the types of information which Coloradans feel are useful or desirable to have available, and their tendency to use a library for any of their information needs on a particular topic. (Author/SL)

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A SURVEY OF THE ATTITUDES, OPINIONS AND BEHAVIOR OF CITIZENS OF COLORADO WITH REGARD TO LIBRARY SERVICES

Volume I

GENERAL STATEWIDE SUMMARY

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NTRODUCTION TO THE PROJECT

The following report is based on a survey designed to reflect the opinions and attitudes of the people of Colorado with regard to the libraries in the state. The overall objective of the survey was to aid the Advisory Committee of the Colorado Council for Library Development in their revision of the Colorado Plan for Library Development by providing the opinions, attitudes, and reported behavior of the citizens of the state concerning information needs and libraries. Of particular interest were the following general topics:

* The information needs of the people of Colorado.

* Usage and non-usage of library services in the state.

* Availability and evaluations of public libraries and particular library services, either currently existing or proposed.

* General attitudes toward libraries and the purposes Coloradans feel they should have.

These data reflect the responses of a base sample of 804 Coloradans across the state, supplemented by 102 additional interviews in the area of the Western Slope regional systems and an additional 100 interviews with secondary school and college students in the state. These supplements to the base sample were conducted in order to provide larger sub-samples of students and Coloradans in the Western Slope areas, where a pure probability sample would yield too few for reasonable analysis. Supplemental interviews are used only in the analysis of these sub-groups and are not included in the statewide totals, due to the bias that would occur.

In total, 1,006 personal interviews were conducted with a cross-section of the state's population according to an area probability sample. These interviews were conducted between July 12th and August 22nd, 1973. Technical details of the sampling, questionnaire, tabulations and written reports appear in the Technical Appendix, under separate cover.

INTRODUCTION TO THE GENERAL STATEWIDE SUMMARY

This initial volume was prepared to highlight the data and findings from a statewide viewpoint. Each of the following sections is, therefore, a summary, and more in-depth reporting on specific topics is available under separate cover.

Specialized reports also exist for secondary school and college students, as well as the adult, non-student population. An additional report concentrates on regional differences throughout the state.

The initial section deals with usage of the state's libraries by Coloradans, including libraries of all types -- public, secondary school, college and university, and private or special libraries across the state. It attempts to answer the questions concerning who uses what types of libraries and how they are used, as well as who does not use these libraries.

The second section concerns citizens' evaluations and perceptions of the nearest public library which serves them. The section that follows is concerned with usage or potential usefulness of various public library services.

General attitudes toward libraries -- likes and dislikes, desirable purposes for libraries to fulfill, and opinions on particular issues of interest -- are discussed in the fourth section.

The final section reports the findings with regard to the types of information which Coloradans feel are useful or desirable to have available, and their tendency to use a library for any of their information needs on a particular topic.

At this point the reader should keep in mind the population distribution in the state, upon which the sample and these current analyses are based. Table INTRO - I shows the distribution of the state's population among the current regional systems of the state library. A majority of the state's population resides in the Central System, including mainly the Denver-Boulder metropolitan area and the few less-populated surrounding counties. Other sizable population percentages exist in the Plains and Peaks system (including the Colorado Springs metropolitan area), the Arkansas Valley system (including Pueblo and numerous southeastern counties) and the High Plains system (with Fort Collins, Greeley and a broad area of northeastern Colorado).

The Western Slope systems -- Three Rivers in the northwest, Pathfinder in the central west and Southwest -- together represent population approximately equal to any one of the eastern systems with the exception of Central. Since each of these systems would yield so few interviews in a basic area probability sample, additional interviews were obtained for use in regional analyses.

One additional aspect of the survey should be discussed at this point. In the original design, it was assumed that status as a student would have a major influence in library usage and information needs. The sample was designed, therefore, to obtain appropriate proportions of secondary school students, college students, and non-students. Based on available information, Table INTRO - 2 shows the student status of the state's population which is thirteen years of age or older.

As was the case with the Western Slope systems, the student sample was supplemented to include an additional 100 interviews distributed according to population across the state.

When computations are indicated as representing the state, they include neither the supplementary interviews, conducted with students nor those supplementary interviews from the Western Slope. Instead, they include only the natural percentages of students and Western Slope populations.

Computations to represent the students of Colorado utilize the natural proportion of students that fell into the base sample, and also the supplementary student results. Likewise, when only the Western Slope percentages are discussed they include these supplementary interviews.

For a number of reasons, it was decided early in the survey planning to exclude from examination the sub-teens. Both pre-school and elementary school children could not be questioned along lines comparable to those for teenagers and adults. An examination of information needs, library habits and attitudes for these age groups should be done through an entirely separate study, specifically designed and executed to obtain these data.

As such, there are few references in this study to possible usage of libraries by pre-school and elementary school children. This aspect of library services should not be forgotten, although this survey is concerned with teenage and adult behavior and attitudes.

TABLE INTRO - 1

POPULATION AND SURVEY SAMPLING OF THE REGIONAL LIBRARY SYSTEMS DESIGNATED BY THE COLORADO STATE LIBRARY

REGIONAL SYSTEM	COLORADO POPULATION (% 1970)	NUMBER IN STATEWIDE SAMPLE	PERCENT OF STATEWIDE SAMPLE (%)	GEOGRAPHIC OVERWEIGHT	TOTAL INTERVIEW OBTAINED (%)
Central	56.3	452	56.2	-	452
Plains & Peaks	11.3	89	11.1	-	89
Arkansas Valley	10.4	85	10.6	-	85
High Plains	11.2	90	11.2	-	90
Three Rivers	2.9	25	3.1	36	61
Pathfinder	4.5	34	4.2	31	65
Southwest	3.4	29	3.6	35	64
	100.0	804	100.0	102	906

TABLE INTRO - 2

STUDENT STATUS OF COLORADO POPULATION (13 AND OVER) AND SURVEY SAMPLE

	COLORADO POPULATION (%)	NUMBER IN STATEWIDE SAMPLE	PERCENT OF STATEWIDE SAMPLE (%)	STUDENT OVERWEIGHT	TOTAL (%)
OUT OF SCHOOL	83.8	650	80.9	-	650
SECONDARY SCHOOL STUDENTS	11.0	112	13.9	44	156
COLLEGE STUDENTS	5.2	42	5.2	56	98
	100.0	804	100.0	100	904

I LIBRARY USAGE IN THE STATE

A. Frequency of Usage of the Types of Libraries

The various types of libraries across the state can be grouped into one of four classifications, as was done in the design of this study. First, there are the public libraries, supported by public funds and providing free services to all residents of a community. Public and private secondary school libraries are another category in that their primary duty is to provide service to their students and faculty, as also do the public and private college and university libraries.

A fourth category, called special libraries includes all other collections of library materials, administered as a library. This category includes the private collections of corporations; federal, state and local governmental agencies; and the libraries of organizations such as churches or clubs. Access to such collections is usually limited and such libraries are generally geared to particular topic areas.

Table I-1 shows the proportion of the statewide sample which uses these four types of libraries with particular frequencies. The table shows less than half of the statewide sample reported using the services of a public library with a frequency of less than once a year.

Thirteen percent reported usage at 1 - 3 times a year, while 12% said 4 - 6 times a year, on the average. A little less than a third of the state's population over twelve years of age report using public libraries monthly or more often, including 14% using monthly, 8% using 2 - 3 times a month and 7% more than 3 times in the average month. The data for secondary school, college, and special libraries can be interpreted in a similar manner.

Henceforth, in this report, respondents who say they use a particular type of library at least once a year will be referred to as users. Although this frequency is arbitrary, it is felt that this will serve to distinguish individuals who use the type of library with some degree of regularity from those who rarely, if ever, use the type. Conversely, respondents who report usage of a type of library less frequently than yearly will be referred to as non-users of the type.

TABLE I - 1

OVERALL FREQUENCY OF USAGE BY TYPE OF LIBRARY
AMONG GENERAL POPULATION
(13 AND OVER)

	PUBLIC LIBRARY (%)	SECONDARY SCHOOL LIBRARIES (%)	COLLEGE LIBRARIES (%)	SPECIAL LIBRARIE (%)
USE LESS THAN ONCE A YEAR	46	83	85	88
USE: 1 - 3/year	13	2	5	4
4 - 6/year	12	1	2	2
monthly	14	3	3	2
2 - 3 month	8	3	1	1
more than 3/month	7	8	4	3
	100	100	100	100

On this basis of frequency of use, public libraries serve a broader segment of the state's teen and adult population. In total, 54% of the respondents reported using the public libraries at least yearly, while the comparable proportions for other types of libraries is 17% for secondary school, 15% for college and 12% for special libraries.

This is to be expected, due to the fact that while these latter three types of libraries are attuned to the needs of smaller, particular segments of the population and limited in access by rules or customs, the public library is, by definition, designed to serve the public.

Table I-2 shows these same usage data, tabulated according to student status. Among the non-student population approximately half are users of the public library. Only 4% could be classified as users of a secondary school library, while 11% use a college library and 13% use a special library.

TABLE I - 2

OVERALL FREQUENCY OF USAGE FOR TYPES OF LIBRARIES
BY STUDENT STATUS

		PUBLIC LIBRARY (%)	SECONDARY SCHOOL LIBRARY (%)	COLLEGE LIBRARY (%)	SPECIAL LIBRARY (%)
ADULT NON-STUDENTS:					
USE LESS THAN ONCE A YEAR		51	96	89	87
USE:	1 - 3/year	13	1	4	4
	4 - 6/year	10	*	2	2
	monthly	13	1	2	3
	2 - 3/month	7	*	*	1
	more than 3/month	6	2	2	3
		100	100	100	100
SECONDARY SCHOOL STUDENTS:					
USE LESS THAN ONCE A YEAR		20	8	93	94
USE:	1 - 3/year	20	7	5	3
	4 - 6/year	21	6	1	1
	monthly	15	13	1	1
	2 - 3/month	14	20	-	-
	more than 3/month	10	46	-	1
		100	100	100	100
COLLEGE STUDENTS:					
USE LESS THAN ONCE A YEAR		29	95	20	88
USE:	1 - 3/year	13	1	7	4
	4 - 6/year	19	-	7	2
	monthly	15	-	11	2
	2 - 3/month	9	1	11	1
	more than 3/month	15	3	44	3
		100	100	100	100

* LESS THAN .5%

More secondary school students report using their secondary school libraries, and they use them frequently. Only 7% of the junior high and high school student respondents report not using a secondary school library, while over three-quarters report using them in the average month or more frequently.

A high proportion of secondary school students also report using public libraries (80%), although with much lower frequency than their own school libraries. Few secondary students report using college or special libraries, and even then their usage is infrequent.

College students, like secondary school students, report high rates of usage for the libraries which exist to serve them specifically. Eighty percent of college and university students report usage of their college libraries, and approximately two-thirds use these libraries monthly or more often. As was the case with high school students, college students report significantly higher usage of public libraries than do non-students, and use the special libraries of the state at a rate approximately equal to that of non-students.

In summary, non-students use primarily the public libraries. Students use the specific libraries geared to them, but also use public libraries at rates higher than those who are out of school.

B. Usage of Public Libraries

Table I-3 shows in profile the basic demographic characteristics of those who use a public libary at least once a year (49% of the total sample) and those who use a public library less frequently, if ever. Some differences in these two groups are apparent.

Users tend to include slightly more women than men, and a disproportionate share of the youngest age group (13-17). Users also include many in the ages 25-44. By contrast, non-users include a higher than average proportion of Coloradans over 45. Slightly less than one-quarter of the users are over 45, while this age group constitutes almost half of the non-users.

In addition, users are more likely to be middle to higher income families rather than lower income. Only about one-quarter of the users have incomes under $8,000, while the comparable figure for the non-user group is 44%. Slightly over one-quarter of the non-users have incomes over $12,000, while this is 41% of the users.

TABLE I - 3

PROFILE OF USERS VS. NON-USERS
OF PUBLIC LIBRARIES

	USE PUBLIC LIBRARY (%)	DO NOT USE PUBLIC LIBRARY (%)
SEX: Male	43	53
Female	57	47
AGE: 13 - 17	20	7
18 - 24	13	17
25 - 34	25	15
35 - 44	19	14
45 - 54	11	16
55 - 64	9	13
65 and up	3	18
YEARLY HOUSEHOLD INCOME:		
Under $ 3,000	5	9
$ 3,000 - $ 4,999	5	12
$ 5,000 - $ 7,999	15	23
$ 8,000 - $11,999	24	20
$12,000 - $15,999	21	17
$16,000 - $19,999	11	5
$20,000 - $30,000	8	3
Over $30,000	1	1
Refused	10	8
LAST GRADE IN SCHOOL:		
1 - 8	9	21
9 - 11	18	21
12	27	33
13 - 15	21	16
16	13	5
16 +	11	4
Refused	*	*
OCCUPATION OF HOUSEHOLD HEAD:		
Business/Professional	10	5
Sub Professional	25	13
White Collar	18	13
Blue Collar	26	26
Semi-skilled	11	20
Working	3	16
Other/Ref.	7	7

* LESS THAN .5%

(CONTINUED)

TABLE I-3: PROFILE OF USERS VS. NON-USERS OF PUBLIC LIBRARIES (continued)

	USE PUBLIC LIBRARY (%)	DO NOT USE PUBLIC LIBRARY (%)
RACIAL EHNIC:		
White Anglo	89	84
Spanish	8	13
Black	2	2
American Indian	*	*
Other	1	1
NUMBER OF CHILDREN IN HOUSEHOLD:		
None	31	51
One	20	16
Two	20	16
Three	17	9
Four	7	4
Five	3	1
Six or more	2	2
No answer	*	1
STUDENT STATUS:		
Adult non-student	74	89
Secondary school student	20	6
College student	6	5

* LESS THAN .5%

Still more dramatic are the educational differences between users and non-users of public libraries. Three-quarters of the non-users report never having attended college, while for users the comparable proportion is slightly over half. As might be anticipated from the educational differences, usage of public libraries is heavier among professional and white collar families. Users are also more likely to come from households with minor children than non-users, and the users include a disproportionate share of secondary school students.

Taken together, these data indicate that two major factors are relative to public library usage. One is the socio-economic status of individuals, with those who use public libraries being more likely to have more formal education as well as higher incomes. Non-users include more persons at the lower end of the socio-economic scale.

Enrollment in school, particularly secondary schools, is also a factor, presumably not related to the one previously noted. Users of public libraries include a disproportionate number of secondary school students.

Respondents who were classified as users of public libraries, in general questioning, indicated that their primary usage was in borrowing materials and in using the library as a source of reference materials. At a much lower rate, the library was reported used in connection with simply browsing -- including recreational reading in the library itself -- and also for its supplementary services such as photocopy machines or typewriters. Usage as a work or study atmosphere, or primarily through another individual (such as having another family member bring materials) was less frequently mentioned.

The particular type of materials most often mentioned as used were books and also reference materials. Magazines, children's books, audio materials, films and film strips, microreproductions, newspapers and graphics were all mentioned by small numbers of users. In a later section, particular library services will be discussed in terms of their usage or potential usefulness.

Those Coloradans who did not use a public library were asked in some detail for the reasons for this, and in preliminary questioning, two major points came forth. First, a lack of salience, or simply never or rarely thinking of using the library, was evident in their comments. Another reason was a lack of time, either due to family, job, or some of a myriad of other duties which made it difficult to get to the library. While this reason cannot be taken at face value (ie. it would mean that library users have somehow more time in their lives) it serves as a partial reinforcement to the previous reason, the lack of salience. Saying that they lack time to use a library might be taken for saying that they don't have the "free" time, free from other, more important interests.

Other reasons for not using a public library included transportation problems, and usage of some other library (the latter being especially true among those students who did not use a public library). A lack of orientation to print or actual trouble in reading was also mentioned, with the assumption that a library is mainly oriented to that particular medium.

TABLE I - 4

PROJECTED REASONS FOR NOT USING PUBLIC LIBRARY: AMONG THOSE WHO USE PUBLIC LIBRARY LESS THAN ONCE A YEAR ON THE AVERAGE

	APPLIES (%)	DOES NOT APPLY (%)	DON'T KNOW (%)	TOTAL (%)
I don't ever think of going to the library	53	45	2	100
I do very little reading	51	48	1	100
I'm usually too busy to use a library	50	48	2	100
I'd rather buy materials than borrow them	45	52	3	100
There isn't much at the library that I need or want	36	55	9	100
I just don't like using a library due to all the problems like finding things, bringing them back, and paying fines	24	74	2	100
I use a library other than the public library	20	78	2	100
The library is just too far away for me to use	18	76	6	100
Transportation to the library is a problem for me	15	84	1	100
Due to my physical condition, it is difficult for me to use the library	8	91	1	100
The hours the library are open are not convenient for me	6	73	21	100
The people at the library are not helpful	1	74	25	100

As a cross-check, the non-users were asked a series of projected reasons for their not using such libraries. Their judgements appear in Table I-4. About half of the non-users agreed to lack of salience, being too busy and a lack of reading, as the reasons for not using the public library. A slightly lower proportion felt that purchasing books and other materials was preferable to borrowing from a library and over a third felt that the library had little to offer them.

Procedural complaints, usage of other libraries and transportation were mentioned by some, while physical condition and hours as reasons for non-use were still more infrequent. Only a handful of non-users felt that the people at the library were a factor in their non-use.

Taken together, these data do reflect some barriers to public library usage. Illiteracy, physical handicap, confusion about use of a library and what is available, and transportation are all present, but constitute much less of a barrier than might be anticipated.

The major barrier, it seems, is in the minds and attitudes of these individuals. Primarily, non-users seldom think of libraries as places to go, or else they think exclusively in terms of the traditional print-oriented libraries. A lack of time as a reason for non-use may also reflect their preference for convenience, and they perceive the use of public libraries requiring procedures which they feel are time-consuming.

Although some consider purchase preferable to borrowing materials, this may also reflect on their perceptions of going to libraries as a slow and time-consuming process -- involving finding what you want and checking it out -- as compared to obtaining comparable materials at a store. Still, the primary barrier remains the first one they encounter, that being simply not thinking of the library and not knowing what is there for them.

C. Usage of Secondary School and College Libraries

In Tables I-1 and I-2 the overall usage rates of secondary school libraries were described. These libraries are used primarily by secondary school students, as intended. Just under half of the secondary school students in the sample used their school library more often than three times a month, while an additional one-third used the facility monthly or 2 - 3 times a month, on the average. In total, 92% of these students use the library which is provided specifically for them.

Slightly different from those reported for the public libraries, the uses of secondary school libraries center more on reference and research, along with the checking-out of materials. Slightly more mention is made of both browsing and leisure reading and using the library as a work atmosphere.

In addition to student usage, a minority of non-students and college students report using secondary school libraries, apparently faculty and student teachers, with a few parents using the check-out services through their children.

College libraries are also primarily the domain of the specific group they were designed to serve. There is little usage of such libraries by high school students, with only slightly higher usage among non-students. A great deal of the non-student usage is presumably faculty usage, but with a somewhat greater non-student usage than is the case with secondary school libraries.

Reference and research is much more frequently mentioned in connection with college libraries, as compared to secondary school or public libraries, with outside circulation of materials definitely subordinate. Leisure reading is less often mentioned in connection with college libraries than is the case with the preceding two types, while the work atmosphere becomes a stronger attraction.

D. Usage of Special Libraries

Special libraries, under our classification, span from large specialized scientific collections to small church libraries geared mainly to a congregation. About one in ten Coloradans uses such a library at least once a year.

From responses as to the way these libraries are used, it is apparent that this proportion includes a number of college students and higher income professionals who are using specialized collections for research and study. A minority of Coloradans, of middle to lower socio-economic status, also use such libraries,

E. Comparative and Cross-usage of the Four Types

In examining the responses of users of the four types of libraries, some differences are apparent. Mention of reference and research among those who use college and special libraries is much higher and somewhat lower among secondary school students, and lowest for users of public libraries. Conversely, mentions of leisure reading or checking out materials are highest among public library users, somewhat lower among secondary school library users, and lowest for those using college and special libraries.

These data imply that, in practice, an inverse relationship exists between two main functions of libraries. One is the reference function, which is most strongly served by the college or special library, and to a lesser extent by secondary school libraries. This reflects a classic concept of a library as the storehouse of information.

The leisure function is also evident, centered more around the public library. Although the public library is used for reference by a great number of people, a greater proportion of the use is on checking out materials and leisure reading in the library itself.

In secondary school libraries, reference functions are generally more often mentioned, the leisure function is also present to a slightly lesser extent. Secondary school students, likewise, use both their school libraries and public libraries for research, using the latter slightly more for leisure reading.

Table I-5 indicates the cross-usage by the four types of libraries. The column to the left indicates the proportion of the statewide sample who reported using each type on the average of at least yearly. The second column reflects usage of the other three types among those who reported using public libraries. One-quarter of those who use public libraries also use secondary school libraries, one-fifth use college libraries and a slightly lower proportion report using special collections. All of these proportions are above the statewide average, indicating that a positive relationship exists between usage of public libraries and usage of any of the other four types. Positive relationships are also evident for college and special library usage.

Negative relationships are evident for secondary school library usage and usage of the even more specialized college and special libraries. Few college and university students (the major users of college libraries) use secondary school libraries, and few high school students (major users of secondary school libraries) use college or special libraries.

TABLE I - 5

CROSS USAGE OF LIBRARIES BY USERS (THOSE WHO USE THE PARTICULAR TYPE OF LIBRARY AN AVERAGE OF ONCE A YEAR)

	STATE-WIDE AVERAGE (%)	USERS OF PUBLIC LIBRARIES (%)	USERS OF SECONDARY SCHOOL LIBRARIES (%)	USERS OF COLLEGE LIBRARIES (%)	USERS OF SPEC. LIBRS (%)
USE (ALSO):					
Public Libraries	54	x	77	74	72
Secondary school Libraries	17	24	x	15	15
College Libraries	15	20	13	x	26
Special Libraries	12	17	10	24	x

F. The Importance of Selected Factors to Library Usage

The users of any of the four types of libraries were asked to rate the importance of a number of factors on a simple scale. The results of this rating appear in Table I-6. A majority of library users felt the importance of a broad collection. Depth of collection was only almost equal in overall rating of importance, along with cooperative staff and convenient hours.

Simple procedures were a consideration, but rated very important by less than a third. Easy physical access and surroundings, by comparison, were rated less important to users of libraries.

Among users, then, the collection, staff and hours are overriding factors when using a library. Simply being easy to get to or being comfortable and pleasing are less important. It is interesting

TABLE I - 6

AMONG USERS OF ANY OF THE FOUR TYPES OF LIBRARIES: RATING OF IMPORTANCE OF SELECTED FACTORS IN LIBRARY USAGE

	VERY IMPORTANT (%)	IMPOR-TANT (%)	NOT AT ALL (%)	DON'T KNOW (%)	TOTAL (%)
Having a broad collection on a variety of topics.....	52	40	7	1	100
Having people available and willing to help you find whatever you need.....	47	44	8	1	100
Having a lot of materials on a single topic of interest to you.....	44	47	8	1	100
Convenient hours.....	42	52	5	1	100
Simple procedures for checking out and returning materials.....	32	58	9	1	100
Ease of getting to and from the library.....	31	47	21	1	100
Pleasing surroundings and comfortable atmosphere..	28	55	16	1	100

to note that convenience in terms of time was rated as more important than physical convenience.

Since it was felt that any limited list might not tap many factors important to the users of libraries, these respondents were asked for additional factors which facilitated their usage. Primary among these was the ease of finding what was desired without assistance. This response was from the more experienced users of libraries.

II EVALUATIONS OF LOCAL PUBLIC LIBRARIES

In this section, attention is focused on public libraries specifically. In particular, respondents were asked a series of questions on the local public library which served them, and in cases in which they were served by a branch library, they were asked to rate their service based on the branch and its supplemantary services from the main library.

A. Knowledge of Public Library Service Available

As a preliminary to the questioning on the local branch, respondents were asked first if they knew the general location of a public library available to them. Those who reported that they did not were asked about any library, perhaps outside their immediate community that was available to them. The results of these questions appear in Table II-1.

Eighty-eight percent reported knowing of the local library, while an additional 5% said one existed that was available to them. Seven percent of the respondents, however, did not know the location of a public library to serve them, or about one in fourteen Coloradans. Part of this is due to new arrivals in Colorado who may not yet be familiar with the area, but for some of these Coloradans, their lack of knowledge may reflect a lack of interest or use. This group contains notably higher proportions of those from lower income families with lower educational levels, and the older citizens of Colorado.

Persons who could not recall the general location of their public library were not asked further questions about it and are not represented in the subsequent tables of this section, since they would presumably be unable to answer more specific questions.

B. Distance from the Public Library

Respondents who reportedly knew the location of their public library were asked to estimate the distance from their home to there, and also to express their own judgement as to how much of a difficulty getting to the library would pose. Roughly three in five respondents reported having the library within two miles of their front door. An additional 31% reported the library at a distance of more than two but less than five miles. Only one in ten felt that the nearest available library service was at a distance of over five miles. It seems that physical distances of the sort mentioned here should pose a barrier to few of the state's citizens.

TABLE II - 1

KNOWLEDGE OF LOCAL PUBLIC LIBRARY AVAILABILITY

Q. Do you know the location of the nearest public library that is available to you and your family - either a main library or a branch library?

(IF NO)
Do you know of a public library anywhere in this area that you and your family could use?

	STATE-WIDE (%)	STUDENT STATUS: ADULT NON-STUDENTS (%)	HIGH SCHOOL STUDENTS (%)	COLLEGE STUDENTS (%)
KNOW LOCATION	88	88	93	89
KNOW OF ONE IN AREA	5	5	3	7
DO NOT KNOW OF ANY PUBLIC LIBRARY AVAILABLE	7	7	4	4
	100	100	100	100

TABLE II - 2

RESPONDENTS PERCEPTIONS OF DISTANCE TO NEAREST PUBLIC LIBRARY AND EASE OF GETTING THERE

	STATEWIDE (%)	-----USAGE OF PUBLIC LIBRARY----- USERS (%)	NON-USERS (%)
ESTIMATE OF DISTANCE TO NEAREST PUBLIC LIBRARY:			
Less than 1 mile	37	34	40
1 - 2 miles	23	25	21
2 - 3 miles	17	20	12
3 - 5 miles	14	14	15
5 - 10 miles	7	5	10
10 - 20 miles	2	2	2
Over 20 miles	*	*	-
	100	100	100
SUBJECTIVE JUDGEMENT ON EASE OF GETTING TO NEAREST PUBLIC LIBRARY:			
Very difficult	3	1	4
Somewhat difficult	8	8	9
Somewhat easy	20	20	20
Very easy	68	70	66
Don't know	1	*	1
	100	100	100

* LESS THAN .5%

In their judgements, two-thirds of the Coloradans said this distance offered no barrier, and an additional one-fifth still classified the distances as "somewhat easy". Only slightly over one-tenth felt the distance to be difficult. These data and other data pertinent to physical access to the public libraries of the state would indicate that sheer distance is only a factor, not a major detriment, in public library usage.

C. Ratings of Local Public Libraries

These respondents were asked to rate the library available for their use in terms of "overall" quality, and later along a number of specific dimensions of library service. Their judgements were to be based on their own personal experience, and in some cases on what they had heard from others or read about their local library. These basic judgements appear in Table II-3.

One-fifth rated their local library as excellent, while an additional third judged theirs "very good". Only one in ten would say fair or poor, but 15% could report no judgement. College students tended to be more limited in their praise of local public libraries, while a majority of non-students and two-thirds of the secondary school students would rate their local library "excellent" or "very good".

The ratings of non-users are only slightly less favorable than for those who use the public library at least an average of once a year. As might be expected, non-users are less apt to express a judgement. The lower part of Table II-3 shows these data adjusted by being based only on the responses of those who made a judgement. In this case, the pattern mentioned previously becomes more apparent.

Along with this general rating, a number of specific aspects of library service were similarly approached. Table II-4 shows these judgements as in the bottom half of the preceding table, with percentages based on those who had an opinion. That proportion of the sample for whom the question was applicable but who had no judgement appears in parentheses to the right.

Ratings for the staff, as well as facilities, convenient access and children's materials, were generally higher than or equal to the overall ratings. Staff and children's materials also received reasonably high ratings with few negative judgements. Facilities and physical access were also highly rated, but with slightly more criticism in the form of "fair" or "poor" ratings.

TABLE II - 3

OVERALL RATING OF NEAREST PUBLIC LIBRARY

	----STUDENT STATUS-------				USAGE OF PUBLIC LIBRARY	
	STATE-WIDE (%)	NON-STUDENT (%)	HIGH SCHOOL (%)	COLLEGE (%)	USER (%)	NON-USER (%)
BASE RATING:						
Excellent	19	20	19	9	23	14
Very good	33	31	47	26	39	26
Good	23	23	21	32	22	23
Fair	8	8	7	14	9	7
Poor	2	1	2	5	2	2
Don't know	15	17	4	14	5	28
	100	100	100	100	100	100
ADJUSTED RATING:						
Excellent	23	24	20	10	24	19
Very good	39	37	49	31	41	36
Good	26	28	22	37	23	32
Fair	10	10	7	16	10	10
Poor	2	1	2	6	2	3
	100	100	100	100	100	100

TABLE II - 4

RATINGS OF NEAREST PUBLIC LIBRARY (AMONG THOSE WHO KNOW THE LOCATION)

ADJUSTED RATINGS:	EXCELLENT (%)	VERY GOOD (%)	GOOD (%)	FAIR (%)	POOR (%)	TOTAL (%)	NON-RESPONSE* (%)
Having a courteous and helpful staff.....	28	40	27	4	1	100	(22)
Having an attractive and comfortable building.....	27	37	25	8	3	100	(12)
Being nearby and easy to get to.....	26	35	30	7	2	100	(7)
Having a good selection of materials for children.....	22	40	32	5	1	100	(30)
Overall rating.....	23	39	26	10	2	100	(14)
Being easy to use in terms of procedures...	18	39	36	5	2	100	(25)
Being a good library for students.....	19	39	28	11	3	100	(24)
Having a wide selection of materials.....	19	39	27	12	3	100	(22)
Having a good collection of materials that would interest me.....	16	38	31	9	6	100	(25)
Being open during convenient hours.....	15	36	36	10	3	100	(20)
Offering a variety of services besides lending books.....	17	33	31	12	7	100	(41)

* PROPORTION OF ELIGIBLE RESPONDENTS DECLINING JUDGEMENT

Procedures had little criticism in this regard, but the local libraries' selections of materials and being good libraries for students did draw some negative comment. (In the latter case, college students were most critical.) Collections of interest to the individual, hours, and services besides circulation of books, received somewhat lower than the overall ratings.

As was noted in the rating of overall quality, these specific ratings are generally more favorable among high school students and least favorable among the college students in the sample. Also, users tend to rate their local library somewhat more favorably while non-users tend to use the "good" rating to a greater degree or to decline a judgement.

Contrasts between secondary school and college students in their ratings are sharpest when it comes to the local library being a good one for students, having a generally wide collection, and having materials of interest to the individual. In each of these specific dimensions, high school students gave more favorable ratings, while college students were more critical of the local library's holdings. Both college students and secondary school students, however, were critical of the variety of services offered besides circulation of books.

D. Judgements of Adequacy of Local Public Library for the Community

As might be anticipated from the generally favorable ratings given local public libraries, a majority of Coloradans feel that their local library is at least adequate for the community. On a statewide base, the judgement of adequacy occurs roughly twice as often as the feeling that the local library needs improvement. As with the preceding ratings, secondary school students tend to find their public library adequate, while college students are slightly more convinced of the need for some improvement. Users of the public library, while generally giving the library higher ratings than non-users, are somewhat more likely to feel that improvements could be made.

Those who felt the local public library inadequate were asked for any improvements they thought appropriate. Most responses centered around widening the collection, and to a lesser degree, expanding service (in unspecified ways) and building improvements. It should be noted that non-users were especially prone to giving such general suggestions as the ones above.

TABLE II - 5

JUDGEMENTS ON ADEQUACY OF LOCAL PUBLIC LIBRARY

Q. In general, do you feel that this library is adequate for the community or that it needs improvements?

		-------STUDENTS STATUS------			USAGE OF PUBLIC LIBRARY	
	STATE-WIDE (%)	ADULT NON-STUDENT (%)	HIGH SCHOOL STUDENTS (%)	COLLEGE STUDENTS (%)	USER (%)	NON-USER (%)
BASE RESPONSES:						
Adequate	52	49	78	51	57	46
Needs improvement	26	27	17	33	34	16
Don't know	22	24	5	16	9	38
	100	100	100	100	100	100
ADJUSTED RESPONSES:						
Adequate	67	64	82	61	63	74
Needs improvement	33	36	18	39	37	26
	100	100	100	100	100	100

Those more familiar with present services gave numerous specific suggestions, the most recurring ones being updating materials -- with special attention to the reference section. As might be expected, students were more apt to suggest such improvements. Other suggestions included improving procedures, better organization in general, better physical access, increasing hours, improving library staff, and more leisure reading material for in-library use.

From a statewide viewpoint, there is no recurring theme to the suggestions, as they cover all aspects of library operation and single out no particular improvement. The most frequent suggestion concerning wider collections, although vague, suggests that some wider range of offerings might be appreciated. A number of other questions, by inference, suggest improvements which might be appreciated, such as the evaluation of services presented in the following section.

III USAGE AND POTENTIAL USAGE OF SELECTED PUBLIC LIBRARY SERVICES

All respondents were asked a series of questions on a number of specific services, some available at practically all public libraries, others at only a few, and still others which were rarely, if ever, available. The basic question was as follows:

> Q. Public libraries offer a number of different services in different areas. I would like to read you a list of services provided by some libraries and ask you whether or not these are available in your area. The first one is _____: Do you know if this service is available at your local library? (IF AVAILABLE:) Have you ever used this service at your local library?

Table III-1 shows the responses to this question of availability. Remember that the responses given here are a reflection of the peoples' perceptions of availability, rather than the fact of whether or not the service is available. Those services listed in this table are relatively common public library services, but vary greatly in actual availability in local libraries as well as perceived availability.

In the first column of the table is the proportion of the sample which reported that the service was available at their local library, and that they had used it at some time. The second column gives the proportion who also believe the service to be available, but who had not used it. The third column is the total of the preceding two, or the total proportion which believe the service is available.

Circulation of books is reported available by 85% of the Coloradans in the sample, with 64% saying they have checked out books while 21% say that although they feel the service is available, they have not used it. The remaining 15% either felt the service was not available, or were unsure of its availability. The responses to each of these services can be interpreted in this manner.

The table illustrates the varied usage of different library services, with the most commonly used services being the circulation of books (64%), usage of the reference collections (46%) and bibliographies (35%). Back issues of magazines (31%), photocopy machines (25%), interlibrary loans (20%) and bookmobiles (18%) were all used by relatively large proportions.

TABLE III - 1

RESPONDENT'S PERCEPTION OF THE LOCAL AVAILABILITY
OF RELATIVELY COMMON LIBRARY SERVICES, AND REPORTED USAGE

	--------REPORTED AVAILABILITY------		
	HAVE USED (%)	HAVE NOT USED (%)	TOTAL AVAILABILITY (%)
Lending books and other publications.....	64	21	85
Reference section to look up particular facts.....	46	28	74
Lists of materials on a topic and bibliographies.....	35	30	65
Back issues of magazines for reference....	31	31	62
Photocopying machines for public use.....	25	22	47
Obtaining materials for you from other libraries.....	20	27	47
Bookmobiles that carry a selection of materials.....	18	36	54
Phonograph records that can be borrowed...	14	32	46
Story hours for children.....	14	37	51
Newspapers from out of state.....	12	28	40
Films, filmstrips and slides that can be borrowed.....	11	38	49
Microreproductions for reference.....	7	21	28
Meeting rooms for groups.....	6	26	32
Special programs or lectures on fine arts or current events.....	6	24	30
Picture collections for in-home lending.....	5	24	29
Music scores.....	4	22	26

(CONTINUED NEXT PAGE)

TABLE III - 1 (continued)

	REPORTED AVAILABILITY		
	HAVE USED (%)	HAVE NOT USED (%)	TOTAL AVAILABILITY (%)
Typewriters for public use.....	4	17	21
Tape recordings, cassettes or tape cartridges.....	4	26	30
Film projectors for loaning.....	3	19	22
Lists of public speakers.....	3	20	23
Books in Braille and talking books.....	2	30	32

At a somewhat lower level of usage are phonographic recordings for loan, story hours for children, out of state newspapers, and film and slide collections. The remaining services in the table are used by even lower proportions, ranging from microreproductions (7%) down to books in braille and talking books (2%). Particular usage patterns for these services will be discussed in the detailed report of these data.

The table also reveals a wide gap between what is presumably available in fact and what is perceived as available. While data on the actual availability of such services is incomplete, we do know, for example, that virtually all public libraries circulate books, have reference collections available, and can participate in some form of interlibrary loaning. These gaps point up the relative lack of public knowledge of available library services, of which we shall see more evidence in the section on attitudes which follows.

In addition to the relatively common services listed in the preceding table, some slightly unconventional services were tested. These services are available only in a few areas of the state, if at all, and few people reported usage. In addition to these questions on availability and usage, however, all respondents were asked whether or not they believed this service would be useful to them, if it were available. Table III-2 shows the responses to these new types of services, if they were made available.

TABLE III - 2

POTENTIAL USEFULNESS OF SELECTED NEW TYPES OF PUBLIC LIBRARY SERVICES

	STATEWIDE WOULD BE USEFUL (%)
Catalogues of library materials of general interest put in a number of public places besides libraries or mailed to individuals so that it would not be necessary to go down to the library if you wanted to see if they had a particular book	56
A reference service using cable television so that you could call the library and they could show you a page, map, or whatever you asked about on your television screen	55
Mail order services so that you could order materials from a library catalogue and return them by mail, postage free	54
Television rooms in libraries for regular programming and with closed-circuit TV which could show special educational programs or movies	52
Lending a variety of materials for study, such as games, science demonstrations, small animals, sculpture, or antiques	48
Libraries using a channel of a cable TV system to talk about new books and services they offer	47
Videotape facilities	38
A wire service printer, like in a newspaper, television, or radio station that would be available to the public so that you would get news as fast as possible	33
Toys and games for circulation	31
Having a tickertape for instant stock market information in the library and available to the public	17

A majority of those questioned felt that four of the new services could be of use to them -- catalogues of library materials put in public places or mailed to individuals, the home reference service using cable TV, mail order service for library materials, and television viewing rooms. It is interesting to note that the usage of the most appealing of the three new services would not involve coming to the library, while most of the remainder of the new services presented here would presumably involve a visit.

The lending of typically non-library articles -- such as science demonstrations, small animals, sculpture or antiques -- was also potentially useful for just under half, as was the case with special television programs to explain library services. Other services with somewhat less potential usefulness included videotape facilities (38%), a wire service printer (33%) and toys and games for circulation. Of the services suggested here, the stock market ticker-tape in the library was seen as useful by the lowest proportion (17%).

In order to put the figures in better perspective, Table III-3 presents all the categories listed in both preceding tables into a single table, ranked in terms of the proportion of Coloradans who felt the service might be useful to them. Positive reactions to the usefulness of the services presented were, understandably, more common among users than non-users. Some services were, however, somewhat heavily skewed to higher acceptance among users than non-users. Other services were more universal in appeal. Differences of this nature are beyond the scope of this present report, but will be examined in the detailed analysis of these data.

Some care should be used in the interpretation of these responses, particularly in light of the considerably lower reported usage rates for the common services in Table III-1. Predicting whether a service would be useful, or whether the individual would actually use the service, is, at best, a difficult task for respondents. However, it is difficult to avoid the impression that these selected services sparked interest among current users and non-users.

When the barriers of salience and lack of familiarity with services are lifted, there are a number of library services, existing and proposed, which interest Coloradans. The value of any such service to the people of the state must depend upon not only the interest in the service, but also the salience of the public library and the people's knowledge of the services offered.

TABLE III - 3

POTENTIAL USEFULNESS OF SELECTED LIBRARY SERVICES, IF AVAILABLE LOCALLY: BY USER AND NON-USER OF PUBLIC LIBRARIES

	USEFULNESS AMONG:		
	STATE-WIDE (%)	USER (%)	NON-USER (%)
Lending books and other publications	88	98	76
A reference section to look up particular facts	86	95	75
A list of materials on a topic and bibliographies	71	84	57
Photocoping machines for public use	69	81	55
Back issues of magazines for reference	67	80	51
Obtaining materials for you from other libraries	67	81	50
Films, filmstrips and slides that can be borrowed	59	70	47
Bookmobiles that carry a selection of materials	59	66	50
Phonographic records that can be borrowed	57	70	43
Catalogues of library materials in public places	56	66	45
Reference service using cable TV	55	65	45
Mail order services	54	62	45
Tape recordings, cassettes or cartridges	54	65	42
Newspapers from out of state	53	62	43
TV rooms in libraries	52	60	43
Film projectors for loan	48	57	37
Lending a variety of materials for study	48	60	34
Story hours for children	47	54	38
Channel of cable TV to tell about library services	47	56	36
Lists of public speakers	44	52	34
Special programs or lectures	44	56	30
Typewriters for public use	43	48	36
Microreproductions	43	52	33
Meeting rooms for groups	42	50	32
Picture collections for in-home lending	39	45	33
Videotape facilities	38	44	31
Music scores	33	38	26
Wire service printer	33	38	27
Toys and games for circulation	31	34	27
Books in Braille and talking books	26	27	24
Tickertape	17	21	13

IV. ATTITUDES TOWARD LIBRARIES AND THEIR PURPOSES

Along with questions pertaining to usage and evaluations of local public library service, Coloradans were asked a series of attitudinal questions concerning libraries in general, the purposes that libraries should or do fulfill, and also some particular issues involving libraries. These responses will be discussed in the present section.

A. Attitudes Toward Libraries in General

Tables IV-1 and IV-2 present the responses of the statewide sample in terms of agreement or disagreement with particular statements about libraries. The first of the tables shows the responses to four positive statements about libraries.

Almost all Coloradans would agree with the first statement concerning the potential for "self-improvement" offered by a library, providing the individual knew how to go about it. Agreement with the second statement in the table -- that most people fail to take advantage of library services -- was almost equal. Positive statements about the people who provide service, as well as the libraries' services to children and students also find strong agreement. Taken together, the responses to these statements indicate a relatively strong, basically positive attitude toward what libraries are or could be for the people of the state.

It should be noted that the overwhelming agreement with the first two statements is not due to respondents being exposed to the vast array of present and potential services discussed in the previous section. In the questionnaire sequence, these attitudinal questions were asked prior to the questions on specific services. The responses to these statements serve as additional emphasis to the point made in the previous section. Many people consider the services of a library useful, but seldom think of them or simply do not know what is available.

The responses shown in Table IV-2 are to the negative statements, which were intermingled with these positive statements in the questioning order. Again, attitudes revealed here are basically positive, as expressed in terms of disagreement. There do appear to be negative feelings, some held by sizable minorities of both users and non-users of public libraries.

TABLE IV - 1

GENERAL ATTITUDES TOWARD LIBRARIES:
POSITIVE PROJECTED STATEMENTS

STATEWIDE:

	STRONGLY AGREE	GENERALLY AGREE	GENERALLY DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL
If a person knew how to use the library, he could definitely improve himself.....						
TOTAL (%)	54	41	2	1	2	100
USER (%)	57	39	2	1	1	100
NON-USER (%)	50	44	2	*	4	100
Most people don't take advantage of all the services that libraries could provide for them..						
TOTAL (%)	45	47	3	*	5	100
USER (%)	48	47	3	*	2	100
NON-USER (%)	41	47	3	1	8	100
People who work in libraries are usually very willing to help you.....						
TOTAL (%)	30	62	4	*	4	100
USER (%)	31	62	6	-	1	100
NON-USER (%)	30	63	1	*	6	100
Libraries usually do a good job of supplying materials for children and students.....						
TOTAL (%)	29	65	2	*	4	100
USER (%)	30	66	2	*	2	100
NON-USER (%)	27	65	2	*	6	100

* LESS THAN .5%

TABLE IV - 2

GENERAL ATTITUDES TOWARD LIBRARIES:
NEGATIVE PROJECTED STATEMENTS

STATEWIDE:

	STRONGLY AGREE	GENERALLY AGREE	GENERALLY DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL
Libraries are usually more concerned about books than about people.....						
TOTAL (%)	4	19	48	15	14	100
USER (%)	3	19	51	17	10	100
NON-USER (%)	5	19	45	13	18	100
Libraries seem to cater to a few particular types of people.....						
TOTAL (%)	2	15	49	25	9	100
USER (%)	2	15	48	31	4	100
NON-USER (%)	3	15	49	18	15	100
You can usually get a better selection of books at a book store rather than a library.....						
TOTAL (%)	3	11	43	33	10	100
USER (%)	4	8	46	37	5	100
NON-USER (%)	3	14	40	27	16	100
Libraries don't have much of interest for the average person.....						
TOTAL (%)	3	10	40	39	8	100
USER (%)	2	8	39	48	3	100
NON-USER (%)	3	13	43	28	13	100

(CONTINUED NEXT PAGE)

TABLE IV - 2 (continued)

STATEWIDE:

	STRONGLY AGREE (%)	GENERALLY AGREE (%)	GENERALLY DISAGREE (%)	STRONGLY DISAGREE (%)	DON'T KNOW	TOTAL
Libraries are too oldfashioned and formal.....						
TOTAL (%)	2	9	50	32	7	100
USER (%)	1	7	52	37	3	100
NON-USER (%)	2	10	48	27	13	100
Being in a library makes me uncomfortable.....						
TOTAL (%)	1	9	41	44	5	100
USER (%)	1	7	39	53	*	100
NON-USER (%)	2	11	44	34	9	100

* LESS THAN .5%

Almost a quarter of the Coloradans questioned agreed with the statement about libraries being primarily concerned with their collections, rather than their service to individuals. Although a majority disagree with this statement, most express a measured disagreement.

The feeling that libraries are somewhat more geared to particular types of people, rather than the public in general, is admitted by one out of six Coloradans, and also constitutes a criticism. Slightly fewer feel that the selection of materials is surpassed by commercial outlets or that there is little for the average person. (These criticisms of collection come somewhat more strongly from non-users of public libraries, who also reveal a relative ignorance as to what services are offered.)

The last two statements in the table are also somewhat more frequently agreed to by non-users, but reflect the feelings of about one in ten that libraries are old-fashioned and that they somehow feel ill at ease in a library. In this case, feelings may be related to the previous impressions that libraries are less concerned about people, or to the individual if he perceives himself as not being one of the "particular types" to which libraries cater.

These responses would indicate a certain ambivalence toward libraries on the part of a sizable number of people to the extent that they feel that opportunities are available but lack the knowledge to take advantage of them. Furthermore, although they feel the staff would be helpful, they feel something less than welcome -- the primary concern being the formal maintenance of the collection. In extreme cases, they may feel uncomfortable in the library and may decide that there is really nothing to interest them that they can't find in a bookstore. Such attitudes are an effective psychological barrier to library usage, even if the libraries' lack of salience were overcome. Specific knowledge of services and procedures, as well as feeling confident of staff cooperation and interest, appear to be necessary.

While the questions were framed along the lines of libraries in general, respondents replies would have been in terms of the libraries which they had used and previously discussed, primarily public libraries.

B. Purposes of Libraries

Unlike the preceding attitudinal questions, questions on library purposes came after the series on specific services, and these

could have served to stimulate the respondents in their interpretations of the purposes of a library. The preliminary question of purpose was asked in discussion form, to give the individual a maximum of freedom to express his feelings. Answers were then analysed for common concepts, and these are tabulated and presented in Table IV-3.

The most frequently mentioned purpose of libraries in general was a concept of a collection of materials, usually books, to which the public had access (47%). This concept is the traditional one, which implies that the library is a passive entity, with the major function being the maintenance of itself. A number of additional concepts were expressed, however, some in conjunction with this primary function and some replacing this purpose.

Thirty-one percent mentioned the library in terms of information and service, as a sort of warehouse of information. Comments of this sort usually went one step further than the collection concept in that it was implied that libraries deal with information of different types rather than only books. Also, the concept of the major function was less one of maintenance and more one of service -- that the library be organized to provide this information upon request and assist the user.

Two other concepts, expressed by about one-fourth of those interviewed related to libraries as providing research materials for student use (26%) or for general reference of all types. One-fifth also expressed the feeling that one purpose of the library be purely recreational. The idea of a library as a place for adult self-education (as opposed to strictly for students following prescribed courses) was expressed by 15%. An equal proportion felt that the library should have as a function a reaching out into the community with programs for the underprivileged -- and also the uninformed.

Other concepts mentioned by small numbers of people included the library as a "last resort". In this concept, emphasis is on the completeness of the collection, such that everything in recorded form could be found. Mention of the library as geared to intellectual stimulation and individual growth was present, as was an often negative concept of the library as, again, being geared to an elite minority and not serving the people as a whole.

These comments, due to the discussion format of the question, reflect the unaided responses of the sample. Following this question, these Coloradans were asked for their reactions to the stated purposes of one public library in the state, and their reactions appear

TABLE IV - 3

PROPORTIONS OF RESPONDENTS MENTIONING LIBRARY PURPOSES

	STATEWIDE * (%)
A simple collection of informational materials, mainly books	47
Information warehouse service	31
For student research	26
For reference and research in general	23
For entertainment and recreation	20
For adult self-education	15
For outreach to the community and service to the underprivileged	15
Informational "last resort"	7
For intellectual stimulation and personal development	5
For the exclusive use of an elite minority	3
All other mentions	2

* MULTIPLE RESPONSES

TABLE IV - 4

AGREEMENT WITH PROJECTED LIBRARY PURPOSES

	STRONGLY AGREE (%)	GENERALLY AGREE (%)	GENERALLY DISAGREE (%)	STRONGLY DISAGREE (%)	DON'T KNOW (%)	TOTAL (%)
Help people find ansers to questions	53	42	4	*	1	100
Provide opportunities for continuous, life-long, self-educational and personal development	47	46	5	*	2	100
Contribute to the pleasure and general well-being of the people	46	48	3	1	2	100
Help people now largely isolated and excluded by their lack in education and training	45	44	6	1	4	100
Open new avenues of intellectual experience and stimulate creative thinking	43	47	5	1	4	100
Provide information for retraining individuals	30	55	9	1	5	100
Improve the basis for public and private decisions	28	52	10	2	8	100

* LESS THAN .5%

in Table IV-4. The form of these selected purposes is, of course, highly positive, such that agreement is encouraged by the format itself. However, agreement with these concepts -- many of which were approximated by individuals in the responses to the previous question -- is extremely high.

Strongest agreement was expressed with purpose of helping people find answers to questions, which is congruent with the purpose of the library as being an information warehouse, a place for research of all types, and even simply a collection (if people knew how to use it). With slightly less consensus were the purposes of providing the opportunity for continuous self-education, serving a recreational function, reaching out into the community and intellectual stimulation. The last two purposes -- libraries serving to provide training materials for individuals and improving the basis for public and private decisions -- appear slightly more controversial, although still receiving majority agreement.

It is apparent that people expect a great deal from libraries -- from reference to recreation -- beyond the existence as a simple collection to which they have access.

C. Particular Library Issues

To sample public opinion with regard to two particular ideas concerning library service, two direct questions were used. The results of these questions appear in Table IV-5 and IV-6.

First, respondents were asked how they felt about the combination of public and public school libraries in communities where only limited public library service was available, presumably in more remote, smaller communities. Responses were mainly positive, by a margin of four to one. Over three-fourths of those questioned agreed with the basic idea, while one-fifth were in disagreement.

Those opposing such combinations did so for a number of varied reasons. Among adults, some feared the destruction of materials or scarcity of books due primarily to student loans. Others felt that the idea was questionable since it would presumably place the local public libary under school board jurisdiction, which they felt might be detrimental.

Since these data are on a statewide basis, they reflect the opinions of a great many people who would not be directly involved.

TABLE IV - 5

OPINIONS ON IDEA OF COMBINING PUBLIC SCHOOL LIBRARY AND PUBLIC LIBRARY

In some areas of Colorado, which are served by only one small public library, the public library could be combined with the public school library so that all materials would be available to both students and adults in the community. Do you feel that this would be a good idea or not?

		STUDENT STATUS			USAGE	
	STATE-WIDE (%)	NON-STUDENT (%)	HIGH SCHOOL (%)	COLLEGE (%)	USER (%)	NON-USER (%)
FAVOR (good idea)	76	73	83	80	77	74
OPPOSE (not good idea)	19	21	13	17	20	18
NO OPINION	5	6	4	3	3	8
	100	100	100	100	100	100

TABLE IV - 6

OPINIONS OF USER FEES FOR PUBLIC LIBRARIES

At present, almost all library funds come from federal, state, and local governments - that is, from taxes. Library services are provided to the public free of charge.

In your opinion, should libraries continue to provide their services without charge and be supported by taxes or should they charge small fees to the people who use library services and require less tax money?

		STUDENT STATUS			USAGE	
	STATE-WIDE (%)	NON-STUDENT (%)	HIGH SCHOOL (%)	COLLEGE (%)	USER (%)	NON-USER (%)
SHOULD CONTINUE FREE	78	77	81	89	83	72
SHOULD CHARGE USERS	16	17	12	9	13	20
NO OPINION	6	6	7	2	4	8
	100	100	100	100	100	100

Agreement predominates in regions where such moves might be considered, but by smaller margins. There is evidently more to the issue than a simple combination of resources and facilities. Although it would probably cause no particular controversy in areas not affected, closer examination of the particular issues in local communities where the change is considered would be in order.

The other question centered around the question of user fees. In this case, the general reaction was unfavorable, by a margin of almost five to one. The idea of charging for services meets with strong disapproval, particularly among students and users, as might be anticipated. Even among those who presently use a public libary less often than once a year, the idea is opposed by a margin of well over three to one.

While user fees in the abstract are felt undesirable, results are still somewhat inconclusive. Opposition may stem from democratic ideals of equal access being limited by income, or from a personal opposition to incurring charges. Magnitude of fees and specific services for which fees might be charged were not presented. It may be that small fees for particular services, involving only a few users and expensive materials, might not have met such opposition as the general concept.

D. The Image of Public Libraries

Drawing from the preceding attitudinal data -- as well as reactions to proposed services and evaluations of local services and usage -- it is possible to present some hypotheses regarding the overall image of public libraries. Although some questions were not framed for public libraries in particular, due to the context of the questioning and to reported library experiences, the majority of the impressions relate to the current status of public libraries. Secondary school libraries, as well as college or special libraries, may help in formulating attitudes toward the general concept, depending on individual exposure. However, justly or unjustly, the public library is the general case for libraries as a whole, since they are something of a common denominator in terms of access.

Attitudes toward libraries in the ideal are basically positive. Just as we would all, ideally, seek to better ourselves through self-education, obtaining necessary facts, intellectual stimulation, or even simple enjoyment, the service which ideally provides access to these improvements must be well regarded.

Libraries are seen primarily as dealing in fact, and as a place to "look up" or obtain facts. Thus, libraries serve a practical purpose for students or adults in providing a collection of factual information which no private citizen could duplicate. Libraries are seen also as dealing in books as their primary media.

As a secondary function, the library is seen as a place for entertainment or stimulation.

Although virtually everyone sees the positive aspects of the library functions, there exist some barriers to taking advantage of them. Since most library services are seen as necessitating a visit to the site of a collection, this necessity is the primary barrier -- not so much in terms of the distance problem as in terms of the psychological one. There are numerous trips necessitated by everyday life -- to the food store, church, school, work, or shopping facilities. Most people, with the exception of the extremely isolated or handicapped, make the "necessary" ones that fall into their habit patterns. A sizable proportion of people, however, have had library usage drop from their behavior. This is not generally explicable in terms of distance or time, but rather in terms of salience. These people rarely think of libraries, and although these facilities may be potentially useful, they simply do not come to mind.

Among some users and non-users of public libraries there exists an image of libraries as being generally unconcerned with people, since they are primarily concerned with the maintenance of a collection. Such people, if they did think of using the library, might decide against it on the basis of not wanting to bother the staff or not feeling welcome. In extreme cases the individual is so alienated from the library that he feels positively unwelcome, or may believe that the library exists for others than himself.

People feel inadequate in terms of their knowledge of libraries -- what is contained and how to go about getting what they need. The emphasis on the formal procedure necessary for the organization of materials appears to serve as a deterrent to the individual who is unfamiliar with such procedures. Under these conditions, the lack of salience for the library is understandable.

There are a sizable number of Coloradans who use the public library with regularity and for whom little of the negative feelings or ambivalence applies. The library serves a portion of their informational needs as well as recreational ones. However, lack of salience and ambiguity toward libraries does exist for a sizable proportion of people.

V AN ASSESSMENT OF THE INFORMATION NEEDS OF THE PEOPLE OF COLORADO

This section outlines the results of the survey which deal with the types of information Coloradans feel they would need or want. "Information" was defined to respondents as follows:

> We need to explain a little more about the term "Information". "Information" includes all the facts or ideas that you need at different times for your work, your hobbies, your home life, your entertainment, or any other part of your life. We want to include in the term "information" not just facts you need, but also things that are interesting or entertaining to you. For the purposes of this study, information means all types of facts whether recorded on films, in books, in pictures, on phonographic records or tapes, or available by word of mouth from someone who may know.

This definition departs from and enlarges the common concept in two ways. People generally think of "information" as connoting some utilitarian value, and also as being in factual form. As such, information is "needed", and can be useful. The current definition enlarges the concept to include purely pleasurable "information", such as fiction, music, and things of an artistic or pleasurable nature.

Such an expansion of the definition was necessary in recognition of the fact that the same specific source, for example, a philosophy text, may be of utilitarian value to a student with a term paper to complete, or entertaining and stimulating to another person who may or may not derive some direct use from the concepts contained within.

Information, as used in this study, also is not limited to print media, or even to visual media as in the common definition. Information could be derived from film, videotape, audio-recordings, graphics, or even word of mouth.

Thus, this concept of information includes all types of stimulation in visual or auditory form, provided the stimuli are wanted -- either for some utilitarian value or for enjoyment. Under this definition, the individual's viewpoint decides what is information and

what is not. A siren in the streets is not necessarily information to someone sitting inside their home. They may know its meaning, but consider it an annoyance. To a driver out on the street, however, it is information upon which he should take prescribed action.

Faced with the almost infinite number of possible types of information under this broader definition, certain types were then selected as being possibly relevant to libraries. Ultimately, 73 "types of information" were selected for the survey, including information on personal topics such as raising children or legal information, to entertaining information such as movies and best-sellers, to abstract topics of interest such as ecology or philosophy In the selection of these topics, an attempt was made to cover the individual in many different aspects of his life -- business, education, home life, job -- but the impossibility of including each possible type of information becomes apparent. The types of information used here are only a representation of the myriad of types which a library could conceivably provide. Some are very specific while others are general. Within each topic numerous subdivisions could be made. These data cannot, in most cases, serve to suggest the stocking of a library in order to meet the public's needs for information. They do, however, give some relative perspective to the topics of interest, and perhaps more importantly, the extent to which a library could be expected to provide the type of information.

For purposes of testing, respondents were handed sets of the types of information grouped under a common heading. The headings, in their order of presentation, were as follows:

* Personal/Family
* Business and Law
* How-to-do-it
* Current Happenings
* Best-selling Books
* Entertainment/Enjoyment
* Job-Related Information
* Your Local Community
* Education
* Foreign Languages
* Topics of General Interest

These were presented to respondents in card form, and the following question was asked:

Q. Different people need or want different types of information. Would you please look at this card and tell me, for each category of information listed here, whether you will probably want or need information on these topics or not.

It should be noted that this question was the initial question of the survey. Furthermore, no mention of libraries had been made prior to this question, in an attempt to avoid having respondents think only in terms of libraries as sources of information.

When the respondent had indicated answers as to needing or wanting each listed type, he was further questioned on each type for which he responded positively. The secondary question, with its introduction, was:

> INTRODUCTION
>
> This study is being conducted by the libraries of Colorado to help them in their planning of future services to the people of the state. Some people regularly use libraries for a number of different kinds of information, and other people use other sources.
>
> Q. I'd like to go back over the categories in which you say you may need or want certain types of information. The first one is (READ FIRST). If you needed or wanted information of this type, do you think that you would use a library for any of this type of information or that you would probably get all the information you would need from some other source?

In this way the attempt was made to ascertain whether a library might be used for any information of the type mentioned as needed or wanted. Table V-1 shows the results of these questions.

In the left hand column of the table appears the proportion who felt that this particular type of information might be needed or wanted. The second column indicates the proportion that not only need or want the particular type of information, but feel that they might consult a library for at least part of the information they seek. The two columns to the right represent the same figure as column two, as reported by users of public libraries vs. non-users.

For example, the first type of information in the table (news and current events) was felt needed or wanted by seven out of ten, with under one-fifth of those who needed or wanted this type saying

TABLE V - 1

CATEGORIES OF INFORMATION NEEDED OR WANTED, AND POTENTIAL LIBRARY USAGE

	STATEWIDE	NEED AND USE LIBRARY		
		STATEWIDE	BY PAST USAGE OF PUBLIC LIBRARY	
	WANT OR NEED THIS TYPE OF INFORMATION (%)	(%)	USER (%)	NON-USER (%)
CURRENT HAPPENINGS:				
News & current events	70	16	20	11
Weather conditions & forcasts	58	4	4	4
Upcoming special TV programs	55	3	3	4
Available movies & plays	53	5	7	2
Lectures on current events on the arts	32	10	14	5
YOUR LOCAL COMMUNITY:				
Locating products/services in the area	50	13	17	9
Services of city/county/state	49	21	27	15
Local history	43	36	46	24
Names of local experts	37	15	20	9
BEST SELLING BOOKS:				
Non-fiction	47	38	53	21
Fiction	44	35	49	19
ENTERTAINMENT/ENJOYMENT:				
Music for enjoyment	58	13	18	8
Special TV programs	57	4	5	2
Recent movies to watch	47	4	6	3
Non-fiction books	47	40	57	20
Fiction books	43	37	52	20
Movie classics to watch	39	90	12	5
Entertainment for children	39	22	32	12
Graphic arts	29	21	30	11
Music scores to play	20	7	10	3

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TABLE V - 1 (continued)

	STATEWIDE	NEED AND USE LIBRARY STATEWIDE	BY PAST USAGE OF PUBLIC LIBRARY	
	WANT OR NEED THIS TYPE OF INFORMATION (%)	(%)	USER (%)	NON-USER (%)
EDUCATION:				
Available schools & courses	47	17	23	11
General reference materials for study	40	35	49	20
Home study courses on a topic of interest	28	15	20	10
BUSINESS & LAW:				
Consumer information on products	53	28	37	18
Taxes	49	17	20	13
Persoanl legal information	44	12	16	9
Social security	44	12	13	10
Local ordinances	41	16	20	12
Investing money	32	11	14	6
Stock market reports	16	5	7	3
HOW-TO-DO-IT:				
Gardening	44	30	41	17
Crafts	44	31	42	18
Repairs around the house	42	23	32	12
Automobile repairs	40	17	21	12
Cooking	37	17	22	10
Games & sports	33	18	26	10
Photography	30	30	26	12
Basic construction/building skills	27	14	18	10
Raising animals & pets	26	18	26	9
Furniture construction	24	13	18	8
Driving an automobile	20	5	5	4

(CONTINUED NEXT PAGE)

TABLE V - 1 (continued)

	STATEWIDE	NEED AND USE LIBRARY		
		STATEWIDE	BY PAST USAGE OF PUBLIC LIBRARY	
	WANT OR NEED THIS TYPE OF INFORMATION (%)	(%)	USER (%)	NON-USER (%)
TOPICS OF GENERAL INTEREST:				
Ecology	46	31	40	20
Education	45	32	44	19
History	43	38	52	21
Religion	39	22	30	13
Psychology	38	31	43	17
The arts	37	29	40	17
Literature	36	32	43	19
Information & communication	36	26	35	17
Science	35	29	41	16
Mathematics	30	20	28	11
Social sciences	30	25	36	13
Technology & society	28	22	30	13
Philosophy	27	23	32	13
Languages	25	21	30	10
Agriculture	25	17	24	9
Technology	23	18	27	9
JOB RELATED INFORMATION:				
Special jobs/careers	36	18	25	10
Available local training	35	11	14	6
Employment procedures	33	12	16	8
Home training courses	21	10	13	6
PERSONAL/FAMILY:				
General self-improvement	47	25	35	14
Medical and health care	44	16	21	10
Children's education and schools	38	20	27	14
Nutrition	36	22	29	13
Home money management	30	12	17	7
Raising children	25	14	20	6
Indoor games	20	11	16	4
Family counceling	16	5	7	2
Geneology	16	11	15	6

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TABLE V - 1 (continued)

	STATEWIDE	NEED AND USE LIBRARY STATEWIDE	BY PAST USAGE OF PUBLIC LIBRARY	
	WANT OR NEED THIS TYPE OF INFORMATION (%)	(%)	USER (%)	NON-USER (%)
FOREIGN LANGUAGES:				
Home study of a foreign language	20	14	19	9
Material in languages other than English	20	15	21	9
Translation service	13	8	10	5

they might use a library for some of this type. Predictably, the tendency to use a library for this type of information is much higher among those who already use a library (20%) than among those who currently do not (11%).

These data can be viewed in a number of different ways. First, they indicate the relative need or desire for the generic type of information. They also indicate the proportion of people who feel that they might use a library for information of the type. A third variable, the tendency to use a library for the type of information, can be inferred from the relationship between the total proportion who may seek the type of information (first column) and the proportion who may seek part of it at a library (second column).

Public library users are consistently more likely to seek the information at a library for two basic reasons. They are in the habit, in most cases, of going to a library. Also, they are more aware of what a library may offer.

Discussion of these data will be from major topic to major topic, in that the sub-topics are somewhat related:

Current Happenings: Need for this overall type of information is high, as expressed by those Coloradans interviewed. Basically the category includes information with some immediacy, including news, weather, and currently available entertainment. Few would look to the library as providing them with weather information, upcoming TV specials, or movie guides, although such information is present.

News and current events, possibly in the form of news magazines, newspapers or other available forms, is relatively more often considered as being available there.

Current lectures, are less sought, but those who do seek this type of information are more likely to consider a library.

Your Local Community: As with current happenings, interest in these sub-topics is high,but in this case there are somewhat higher proportions of people who would seek part of this information at the library. This is particularly true of local history, where four-fifths of those interested would seek information at a library. To a lesser extent the library may be seen as a source of information on city, county or state services and for local expertise in particular topics. For locating products or services, proportionately fewer would consider a library.

Best-Selling Books and Entertainment/Enjoyment: Interest in information of this general type is also higher than the average of all topics, but with some variations. Music and television, in terms of entertainment media, are listed as being wanted by a majority. Recent movies and books come next. Movie classics and entertainment for children are wanted by somewhat lower proprtions of the respondents, while the graphic arts and music scores appeal to relatively fewer people.

Among these media, books are strongly mentioned as an entertainment medium to be sought at a library, as was the case with the graphic arts and children's entertainment. Fewer peopl feel that needs for music, movie classics or music scores will b fulfilled by a library.

Special TV programs and recent movies, although comparatively high on the list of desirable information, are not seen as available at public libraries to nearly the degree of the other media.

Education: Over two-fifths of the Coloradans interviewed felt that information on available schools and courses and general reference materials would be needed or wanted by them. Of the two, the library was seen primarily as dealing with the latter, with a very high proportion expressing a need for such materials, saying that this might be met by a library. Somewhat fewer felt that home study courses would be of interest to them, but of these, half would turn to libraries.

Business and Law: Within this category, interest also varies a great deal. A majority find consumer information of value, and over half of those feel that they would consider a library as a source. In the remaining categories, general interest varies from just under half for tax information, to one-sixth being interested in stock market reports, with lower proportions using the library to meet these needs.

How-To-Do-It: With the exception of one sub-topic (driving an automobile) interest on virtually every topic presented was fairly high -- ranging from about one-fifth to one-half of those interviewed. Also, the library is seen as a source of such information by high proportions of those interested. This is particularly true of raising pets, gardening, crafts and photography. It is somewhat less true of the topics cooking and automobile repairs.

Topics of General Interest: Coloradans also expressed interest in a variety of general subjects, with high proportions of those interested thinking of the library. With one exception, that being religion, over two-thirds of those expressing interests feel they may meet part of their need for information on the topic at a library.

Job-Related Information: Slightly lower overall levels of interest were expressed for these topics, with half or fewer of those interested considering the library as a place for meeting their needs.

Personal/Family: Interest in information of this type varied a great deal in terms of what was considered of interest. Nearly half felt information on general self-improvement might be desirable while only one-sixth expressed interest in family counseling or genealogy. In addition to this variation, the tendency to use the library for these needs was also varied. Although of lower interest among those interviewed, information on genealogy would be sought at a library by two-thirds of those interested. The opposite is the case for family counseling, where under a third would turn to a library, should they need information of this type.

General self-improvement, information on children's education, and nutrition were selected as of interest to high proportions of the sample, and are topics in which the library is expected to play some role in their investigation. By contrast, fewer of those interested in medical information or money management would turn to a library.

Foreign Languages: Although appealing to fewer people, most of those who feel the need for information of this type say that they would use a library for their needs.

As is evident in the tables, general interest in topics and potential usage of libraries to help in finding out about topics of interest, can vary a great deal. The third concept, tendency to use libraries for a type of information (regardless of the absolute proportion which express interest) is a derivative of the preceding two. A high tendency to use libraries for a topic would mean that a large proportion of those who seek information on a given topic would consider seeking it in a library, as at least one source. The following listings draw from all of the major categories and group topics from highest to lowest in terms of this tendency.

Topics for Which There is Highest Tendency to Use Library

* Best-selling Fiction
* Best-selling Non-fiction
* Fiction Books
* Non-fiction Books
* The Arts
* History
* Literature
* Local History
* Psychology
* Social Sciences
* Languages
* Science
* General Reference Material For Study

The library is especially seen as a likely source of information on the above topics. They include fiction and non-fiction reading, as well as some of the topics of general interest. General reference materials, as well as local history, are two additional topics for which respondents felt the library would be especially helpful.

Topics for Which There is High Tendency to Use Library

* Genealogy
* Nutrition
* Raising Animals & Pets
* Gardening
* Crafts
* Photography
* Graphic Arts
* Translation Service
* Technology
* Materials in Language Other Than English
* Education
* Entertainment for Children
* Agriculture
* Ecology
* Technology & Society
* Information & Communication
* Mathematics
* Home Study of a Foreign Language

Into this second classification fall most of the remaining topics of general interest, along with the topics on foreign languages. In the way of personal or family information, genealogy and nutrition are more often thought of as library topics, while this also applies to four of the how-to-do-it group -- raising pets, gardening, crafts, and photography. Of the topics centering around entertainment and enjoyment, only graphic arts (and fiction and non-fiction in the previous classification) are high among topics where the library may be considered.

Topics for Which There is Moderate Tendency to Use Library

* Home Money Management
* Indoor Games
* Children's Education/Schools
* Raising Children
* General Self-improvement
* Consumer Information on Products
* Cooking
* Repairs Around the House
* Automobile Repairs
* Basic Construction/Building Skills
* Furniture Construction
* Games and Sports
* Philosophy
* Special Jobs/Careers
* Home Training Courses
* Services of City/County/State
* Names of Local Experts
* Home Study Courses on a Topic of Interest
* Religion

A wide variety of topics is included in this middle classification, where the library comes to mind less often as a source of information.

Topics for Which There is Lower Tendency to Use Library

* Medical & Health Care
* Family Counseling
* Taxes
* Personal Legal Information
* Stock Market Reports
* Investing Money
* Social Security
* Local Ordinances
* Driving an Automobile
* News & Current Events
* Lectures on Current Events or The Arts
* Music for Enjoyment
* Music Scores to Play
* Movie Classics to Watch
* Employment Procedures
* Available Local Training
* Locating Products & Services in Area
* Available Schools & Courses

This classification includes a number of topics for which the tendency to use a library for information is lower than average. This category includes, for one thing, a number of topics for which the individual might feel the need for more personal guidance in seeking information -- medical and health care, family counseling, taxes, law, investing money, driving an automobile, and local training and employment. The classification also includes topics involving current affairs, as well as non-print media for entertainment.

Topics for Which There is Lowest Tendency to Use Library

* Weather Conditions & Forecasts
* Upcoming Special TV Programs
* Available Movies & Plays & Concerts
* Recent Movies to Watch
* Special TV Programs

Few people feel the library provides the above types of information, although some rank very high as being of common interest.

Throughout these rankings there is evident a few trends. The first, as mentioned previously, is that the library is perceived as offering mainly print media. A high proportion of the types of information contained in the higher tendency classifications are presumably to be found in book or periodical form. In the lower tendency classifications, more non-print media are inferred.

Also, there is evidence that the more important the individual tailoring of certain information to the person's needs, the less the tendency to use the library as a source. This includes such topics as medical care, investing money, legal information, or tax information, where the services of some expert may be indicated.

One further point might be made with regard to this tendency to use libraries. In a sense, the more immediate the need for the information -- such as weather, or upcoming events of the evening -- the less the tendency to use a library. Topics listed in the lowest tendency classification are needs which must be met relatively soon if they are to be effectively met. And it is these needs that persons would be least likely to seek in a library.

For further examination, Table V-2 presents a rank ordering of all 73 topics presented, ranked according to the proportion of the total sample who said the type of information might be useful or desirable. The second column indicates the ranking (from 1 to 73) of these topics in terms of the proportion that said they would seek to satisfy this need, in part, at a library. Similar rankings, on the basis of tendency to use the library for information of the type, are presented in the third column.

Two additional questions were posed to respondents which are relevant to the present discussion. Respondents were asked in what languages, other than English, they read and would enjoy having books. The results appear in Table V-3. The language with the highest proportion was, of course, Spanish, in which 6% of the Coloradans interviewed felt they would enjoy reading at least occasionally.

A second question concerned their frequency of particular media habits, and these results appear in Table V-4. In view of the previous discussion of information needs, these data should not be surprising. They point up the importance of the non-print media in terms of the daily lives of Coloradans.

TABLE V - 2

RANK ORDERINGS OF THE TYPES OF INFORMATION

	RANK ORDER: BY PROPORTION NEEDING OR WANTING	BY PROPORTION USING LIBRARY (%)	BY TENDENCY TO USE LIBRARY (%)
NEWS & CURRENT EVENTS	1	43	67
MUSIC FOR ENJOYMENT	2	52	65
WEATHER CONDITIONS/FORECASTS	3	71	71
SPECIAL TV PROGRAMS FOR ENTERTAINMENT	4	72	72
UPCOMING SPECIAL TV PROGRAMS	5	73	73
CONSUMER INFORMATION ON PRODUCTS	6	16	42
AVAILABLE MOVIES/PLAYS	7	68	70
LOCATING PRODUCTS & SERVICES IN THE AREA	8	50	63
TAXES	9	37	56
SERVICES OF CITY/COUNTY/STATE	10	25	47
AVAILABLE SCHOOLS & COURSES	11	36	52
RECENT MOVIES TO WATCH	12	70	69
NON-FICTION BOOKS FOR ENJOYMENT	13	1	7
GENERAL SELF-IMPROVEMENT	14	18	38
BEST-SELLING NON-FICTION	15	2	11
ECOLOGY	16	12	26
EDUCATION	17	8	19
MEDICAL & HEALTH CARE	18	42	55
SOCIAL SECURITY	19	56	64
BEST-SELLING FICTION	20	7	12
PERSONAL LEGAL INFORMATION	21	53	62
GARDENING	22	13	25
CRAFTS	23	11	21
FICTION BOOKS	24	4	5
LOCAL HISTORY	25	5	8
HISTORY	26	3	2
REPAIRS AROUND THE HOUSE	27	21	39
LOCAL ORDINANCES	28	41	51
GENERAL REFERENCE MATERIAL FOR STUDY	29	6	3
AUTO REPAIRS	30	40	48
ENTERTAINMENT FOR CHILDREN	31	20	31

(CONTINUED NEXT PAGE)

TABLE V - 2 (continued)

	RANK ORDER: BY PROPORTION NEEDING OR WANTING	BY PROPORTION USING LIBRARY (%)	BY TENDENCY TO USE LIBRARY (%)
PHILOSOPHY	32	31	44
RELIGION	33	23	33
MOVIE CLASSICS TO WATCH	34	63	68
CHILDREN'S EDUCATION/SCHOOLS	35	28	41
PSYCHOLOGY	36	10	10
THE ARTS	37	14	13
NAMES OF LOCAL EXPERTS	38	46	50
COOKING	39	39	46
SPECIAL JOBS/CAREERS	40	34	43
INFORMATION & COMMUNICATION	41	17	17
LITERATURE	42	9	1
NUTRITION	43	24	29
SCIENCE	44	15	9
AVAILABLE LOCAL JOB TRAINING	45	60	60
EMPLOYMENT PROCEDURES	46	55	53
GAMES AND SPORTS	47	32	34
LECTURES ON CURRENT EVENTS OR THE ARTS	48	62	59
INVESTING MONEY	49	59	57
HOME MONEY MANAGEMENT	50	54	49
MATHEMATICS	51	29	28
SOCIAL SCIENCES	52	19	4
PHOTOGRAPHY	53	30	27
GRAPHIC ARTS	54	26	18
HOME STUDY COURSES	55	44	37
TECHNOLOGY & SOCIETY	56	22	14
BASIC CONSTRUCTION/BUILDING SKILLS	57	47	40
RAISING ANIMALS AND PETS	58	35	23
RAISING CHILDREN	59	49	35
LANGUAGES	60	27	6
AGRICULTURE	61	38	24
FURNITURE CONSTRUCTION	62	51	32
TECHNOLOGY	63	33	15
HOME TRAINING COURSES	64	61	45
DRIVING AN AUTO	65	69	66
MUSIC SCORES TO PLAY	66	65	54
MATERIALS IN LANGUAGE OTHER THAN ENGLISH	67	45	16

(CONTINUED NEXT PAGE)

TABLE V - 2 (continued

	RANK ORDER: BY PROPORTION NEEDING OR WANTING	BY PROPORTION USING LIBRARY (%)	BY TENDENCY TO USE LIBRARY (%)
HOME STUDY OF FOREIGN LANGUAGES	68	48	22
INDOOR GAMES	69	58	36
STOCK MARKET REPORTS	70	67	61
FAMILY COUNSELING	71	66	58
GENEALOGY	72	57	20
TRANSLATION SERVICE	73	64	30

TABLE V - 3

LANGUAGES IN WHICH RESPONDENTS WOULD ENJOY READING

	STATEWIDE (%)
SPANISH	6
FRENCH	1
GERMAN	1
RUSSIAN	*
ITALIAN	*
OTHER EUROPEAN LANGUAGES	*
ALL OTHER LANGUAGES	*
NONE	90
	100

* LESS THAN . 5%

TABLE V - 4

REPORTED FREQUENCY OF SELECTED MEDIA ACTIVITY

	STATEWIDE					
	EVERY DAY (%)	ALMOST EVERY DAY (%)	EVERY OTHER DAY (%)	ONCE OR TWICE A WEEK (%)	LESS THAN WEEKLY (%)	TOTAL (%)
HOW OFTEN DO YOU...?						
Listen to radio	76	8	4	5	7	100
Watch television	72	9	6	9	4	100
Read a newspaper	67	9	5	12	7	100
Listen to a recording	41	9	9	18	23	100
Read a magazine or periodical	18	10	13	34	25	100
Read a book	18	7	6	17	52	100

END

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